Throughout this Annual Update, we are proud to share the stories of those patients and organ, eye and tissue donors we work hard to serve every day.
Dear Friends and Colleagues,

When the staff of Donate Life America (DLA) started discussing possible themes for the 2020 Annual Update, the phrase **Stronger Together** was mentioned, and staff quickly rallied around this concept. It was one of those clarifying moments when we all recognized that, for this time, **Stronger Together** represented what we were all desiring for our community. We have witnessed the power of **Stronger Together** over the past year. Organizations and teams across the Donate Life Community pulled together to quickly identify and share best practices in donation and transplantation, and helped each other adapt to a virtual world for outreach and communication.

This Update highlights the **resiliency**, **creativity** and **commitment** of those who support and invest in the work of the Donate Life Community and the power of our teamwork. You will see the significant progress that can be made when we commit to working together as a team and move forward in concert with one another.

We are **RESILIENT** in using the strength of our mission and the Donate Life brand to pivot and adapt to new challenges and opportunities for the Donate Life Community. We strive to save more lives through **CREATIVE** thought and original ideas that lead to innovative projects and campaigns with a focus on success that can be measured. Our **COMMITMENT** to donors, donor families and patients waiting defines our priorities and motivates us to work collaboratively with individuals and organizations.

Maybe the message or lesson we should all be learning from 2020 is that we don’t have all the answers. What we do have is the ability to listen, learn and to adapt to an ever-changing environment. We are living and working in a world where the rate of change is exponential. The more we share what we learn, and how we have successfully navigated new challenges, will be key to our collective success as we move forward into 2021. Donate Life America is committed to providing pathways for this vital exchange of information.

Thank you for taking time to review the details of this year’s Annual Update. It has been a privilege having you as part of our team, and we look forward to working together in the coming year.

Sincerely,

G. David Fleming
President & CEO
RESILIENCY

165 Million Donor Registrations

For more than 28 years, Donate Life America and the Donate Life Community have worked together to increase the number of donor registrations and bring the registration opportunity to Americans in innovative ways where they live, work and play.

11,900 deceased donors • 7,400 living donors

“Tanasia was born with a congenital heart condition and endured years of hospitalizations and two open-heart surgeries. The generosity of a heart valve tissue donor made it possible for her to graduate high school and receive a college athletic cheer scholarship.”

RECORD NUMBER OF LIVES SAVED IN 2019

More than 19,300 donors

Nearly 40,000 transplants

GROWTH YEAR OVER YEAR

5.7% increase in the number of donor registrations – more than a decade of milestones

10.7% increase in the number of deceased donors

8.7% increase in the number of transplants – 7th consecutive record-breaking year

AUTHORIZED BY A REGISTRY IN 2019

53% of Organ Donors

61% of Eye Donors

58% of Tissue Donors
EXTENDING THE NATIONAL DONATE LIFE REGISTRY REACH

The National Donate Life Registry (NDLR), managed by Donate Life America, continues to grow through national partnerships, mobile and social media-driven donor registrations.

“As of July 13, 2020

7 million registrations
4,000 new registrations every day

- 1,419 campaign pages
  - 753 organization pages
  - 666 registrant-created personal pages
  - More than 42,000 registrations through campaign pages
- 2.5 million searches
  - 1,861 users
  - 65 organizations

2020 PRIORITIES
- Photoscan
- Google partnership
- National Donate Life Living Donor Registry
- Build your own organization campaign page
- More states moving to NDLR
- NDLR cost & FAQ sheet

How States are Using the NDLR

The National Donate Life Registry has helped us gather key registration data insights to help us reach our target audience in western Pennsylvania and West Virginia. The NDLR also allowed us to extend the elements of our campaign with more ways to register, including the West Virginia hunting and fishing license application. Through messaging, easy registration, and new pathways to sign up to save and heal lives, we have seen our audience respond with an increase in donor registrations!”

– Colleen Sullivan, Center for Organ Recovery & Education (CORE)
The Donate Life America Advisory Council (AC) supports the DLA Board of Directors and the grassroots activities of the Donate Life Community. Its diversity and flexibility remain the key to its relevance.

The 23-member AC is comprised of DLA Committee and Workgroup chairs, national organization liaisons and Donate Life State Team liaisons. AC members represent organ, eye and tissue recovery agencies; transplant programs; national donation and transplantation organizations; and Donate Life State Teams. Diverse representation and resiliency to challenges are core to the AC’s strength and leadership.

The Advisory Council ensures that the needs of the Donate Life Community are understood by the DLA Board of Directors and supported through national programs, materials and guidance.

This year, Funeral Services and Living Donation Committees were added to the AC. The other five AC Committees serve as well-established channels of leadership and communication in the Donate Life Community. The AC continues to listen, adapt and grow to meet the needs of the organ, eye and tissue donation community.
New Look at Reporting Donor Registration Data by State

Donate Life America is committed to accurate and transparent data reporting, and to being the trusted national source for donor registration data. To continue to meet these goals and reach new milestones in donor registrations, we regularly evaluate the data reporting process and collaborate with the Donate Life Community on challenges and opportunities.

Over the next 12 months, the DLA Research & Data Workgroup will be working with Donate Life State Teams to help identify state data needs and to better understand areas for improvement. The Workgroup will also develop a detailed data resource to support consistency in donor designation data reporting and definitions.

AS HUSBAND WAITS, WIFE ADVOCATES

Greg's life changed drastically when he was diagnosed with end-stage renal failure in 2013. Since then, he has been added to the national transplant waiting list and has been enduring dialysis. While Greg is thankful for the treatments that help prolong his life, he looks forward to the day when a new kidney will free him from being tethered to a machine.

As Greg waits, his wife Shalonda is doing everything she can to educate her community about the importance of organ, eye and tissue donation – empowering others with accurate information to Donate Life.

Together, they know they have the strength to help each other and make a difference. Greg says, “Waiting for a transplant is not easy, but the road seems less scary when you have someone at your side.”

NEW & IMPROVED DLA COMMUNITY SITE

DLACommunity.net was updated in May 2020 in order to adapt to the needs of our Community. The website supports communication and sharing among professionals in the Donate Life Community, and provides a platform for our Community to conduct business and collaborate with one another.

Features:
- Individual and organizational directory of Donate Life Community professionals
- Thousands of easily accessible resources
- National Observance and Celebration information
- Discussion groups
- Webinar registration
- Community calendar
- And more!

RESILIENCY

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3,500 active users
1,500 sessions since launch
The Donate Life℠ brand, owned and administered by Donate Life America, has united the hundreds of donation and transplantation organizations and the hundreds of thousands of patients, families and supporters we serve. Since its creation in 2000, the consistent use of the registered Donate Life and Done Vida phrases and symbols has helped strengthen our collective branding efforts, reinforce the life-based positioning of donation and transplantation, and promote trust. Our brand inspires what we do, informs what we say and shapes how we say it.

April marked the seventeenth celebration of National Donate Life Month (NDLM). For this year’s theme, DLA was inspired by the springtime scene of a Garden of Life. The artwork depicts an ecosystem of plants, insects and other components working together to form an interconnected living system. Similarly, we each have the potential to nurture and enrich our communities through organ, eye and tissue donation. NDLM continues to be DLA and the Donate Life Community’s premier annual observance.

This year, we celebrate the 20th birthday of the Donate Life logo as the enduring national symbol for the cause of donation.
DONATE LIFE PROMOTIONAL VENDORS

Brand quality and integrity is maintained and strengthened through Donate Life America’s longstanding partnerships with our two licensed promotional vendors. These vendors provide a royalty, which comprises roughly 15 percent of our operational revenue. Both teams continue to support the Donate Life Community through their investments in the brand, creativity in marketing the Donate Life message through merchandise and, most recently, joining as a financial partner in 2020.

Nearly 6,000 masks sold through the Donate Life Store, managed by Boost Branding – resulting in a record-setting 2,238 public orders in April (previous record was 881 for a month).

INTEGRATING THE DONATE LIFE SYMBOL

93% of OPOs visibly utilize the Donate Life brand in their online presence (website and social media)

60% of OPOs include the Donate Life symbol on their corporate website

50% of OPOs have corporate logos featuring blue and green

13 OPOs have included the Donate Life symbol within their corporate logo

“Having the Donate Life symbol within our logo ties in the national view and makes it local. It is nationally recognized as the symbol for the cause of organ, eye and tissue donation. The public wants to know our connection to the cause, so we added the Donate Life logo with the goal of transparency and to help extend the Donate Life mission.”

– Susan Mau Larson, LifeSource
COVID-19 transformed the country this spring. With two-weeks notice, Donate Life America and the Donate Life Community reimagined National Donate Life Month into an online observance. The Community came together sharing ideas and inspiring each other to celebrate April in new ways. DLA created a shared social media content calendar that constantly evolved throughout the month to offer new elements of education, storytelling, at-home ways to join NDLM, and to share the Donate Life message. 2020 NDLM was an incredible success in challenging times due to the creativity and collaboration of the Donate Life Community.

**Necessity and Creativity Lead to Invention**

Some of the inventive ideas from 2020 NDLM that will continue:

- Engage the public with activities they can do at home and share on social media to spread the Donate Life message
- Monthly and National Observance shared content calendars are now a standard DLA Community resource
WINNING THE ULTIMATE RACE

Patrick received the gift of a donor heart in 2017. Since his transplant, he has been able to do things that were impossible before, like go on walks and ride his bike. He has even been able to meet the family of his donor, Bob.

“These amazing people have given me another chance to live. Every time I do something I wouldn’t have been able to do without the transplant, I shout ‘Thanks Bob!’”
FIND ANNUAL DONATE LIFE ART CONTEST

In fall 2019, DLA and the Donate Life Store, managed by Boost Branding, hosted the first annual Donate Life Art Contest. The winning piece was created by Brigette McKern of Tampa, Florida, and was used to decorate several limited-edition items on the store.

Breathing Life into Art

As Brigette reflected on five years post double-lung transplant for this piece, “I wanted to use words that describe what an organ donor has given me.”

Brigette was born with Cystic Fibrosis, a genetic disorder that causes her body to produce excess mucus. Just shy of her 30th birthday she learned that she was in end-stage Cystic Fibrosis and would need a double-lung transplant in order to survive. Brigette was on the national transplant waiting list for 28 months before she finally received “the call”.

“It’s hard to put into words what my donor and donor family mean to me... The compassion and selflessness in their decision is something I will never take for granted. I think of them every morning as I wake up and take a deep breath.”
Donate Life America, in partnership with Fresenius Medical Care Foundation, is launching a national-reaching living donor registry with the goal of reducing access barriers for prospective living donors. With the number of living donor transplants remaining relatively flat over the past several years, removing barriers will help to create an easier path for existing generosity and allow more lives to be saved.

Creative Solution to a Public Health Crisis

Donate Life America, in partnership with Fresenius Medical Care Foundation, is launching a national-reaching living donor registry with the goal of reducing access barriers for prospective living donors. With the number of living donor transplants remaining relatively flat over the past several years, removing barriers will help to create an easier path for existing generosity and allow more lives to be saved.

Helping to Address Health Disparities

We are committed to helping eliminate health injustice and disparities, and increasing access to lifesaving transplants. The goal of the National Donate Life Living Donor Registry is to help increase the number of living donor kidney transplants, especially in multicultural communities where there is a higher rate of kidney disease. The new National Donate Life Living Donor Registry is a step forward in increasing access to the living donor pathway.

Nearly 60% of those on the national transplant waiting list are from multicultural communities.

DLA has convened donation and transplantation community experts to help with the development and stewardship of this project. Other key partners in the development include:
PROMOTING CONSISTENCY AND CREATIVE OUTREACH FOR LIVING DONATION

The Donate Life America Living Donation Committee supports the Donate Life Community through the development of messaging and resources to educate the public and promote the option of being a living donor. It is comprised of living donation and transplant professionals, public education professionals, living donors and recipients.

The Committee will be releasing an FAQ resource that includes information on: Life and Health After Living Donation, Financial Matters, Other Things to Consider, and How to Start the Process. They are also currently developing a preferred terminology glossary to promote consistency of messaging around living donation. The promotion of living donation may be new to some donation organizations. These new resources are designed to offer a guide to rapidly evolving living donation educational programming.

DLA STAFF MEMBER REPRESENTS LIVING DONORS ON A NATIONAL STAGE

DLA supports OneLegacy each year in their production of the Donate Life Rose Parade Float, sharing the important lifesaving message of organ, eye and tissue donation with millions on New Years’ Day. The 2020 Donate Life Float was even more special as one of our own walked alongside. Jocelyn Reed, DLA’s Project & Office Manager, participated as one of the eight walkers representing living donors across the country. Ten years ago, Jocelyn donated a kidney to her brother, Micheal. Today, Jocelyn’s goals continue to be increasing donation within her community and honoring those who have received a lifesaving or healing transplant.

“As a living donor, I am truly grateful for this opportunity to represent all living donors on the Donate Life Float. It reminded me how important our role is to help those waiting even more by encouraging living donation.”
CREATIVE COLLABS TO SAVE LIVES

We believe in reaching people with the Donate Life message as creatively as necessary. Donate Life America’s work with The Martin Agency allows creativity to be lifesaving. It resonates with the public and is recognized by the ad and marketing industry as innovative, creative and effective.

DLA and The Martin Agency launched 83 Futures in 2019 to more than 80,000 attendees at Complex Con Chicago and Long Beach. Complex Con is a mecca for streetwear, culture and humanity and it provides a unique platform to:

- Demystify common fears and misconceptions about organ donation for multicultural Gen Z
- Create a new avenue for donor registrations through one-of-a-kind collaborations with leading artists
- Develop new partnerships with trusted influencers reaching young Black, biracial and multicultural men

Truth Tellers for the Cause

One of the partnerships DLA developed through 83 Futures is with hip hop artist and kidney recipient Freeway. Freeway is known as a truth teller in his music. In November 2019 at Complex Con Long Beach, we had the opportunity to work with and develop an ongoing partnership with Freeway and his team to share the 83 Futures message.

Conversations recorded at Complex Con between Freeway and former NFL player and DLA Board member, Bobby Howard, about donation and dispelling myths will be available to the Donate Life Community in fall 2020. Thank you to Freeway and his team, The Martin Agency and Donate Life Community partners for helping produce these digital video clips for use on social media and in community education and outreach. We look forward to our continuing work with Freeway and his team.

83 Futures won the 2020 Silver ADC Illustration and Design Cubes: Design for Good-Fashion Design.
Donate Life America maximizes the number of donated organs, eyes and tissues available to save and heal lives thanks to the generosity and dedication of these Donate Life Partners.

**Premier Partner**

**FRESENIUS MEDICAL CARE FOUNDATION**

**Feature Partners**

- American Association of Tissue Banks®
- CareDx®
- MNX Global Logistics
- Orthofix®
- UPMC Life Changing Medicine

**Partners**

- CorneaGen™
- CryoLife®
- HALO Branded Solutions
- Life Lift
- mtf biologics
- miromatrix
- Organ Recovery Systems
- eurofins Transplant Genomics

**Blue & Green Sponsor**

- Exsurco medical
THE NATIONAL MULTICULTURAL ACTION GROUP INTRODUCES NATIONAL MINORITY DONOR AWARENESS MONTH

In fall 2019, Donate Life America became a founding member of the National Organ, Eye and Tissue Donation Multicultural Action Group (NMAG). As its first initiative, the NMAG came together to develop National Minority Donor Awareness Month (NMDAM) with the theme “One Voice, One Vision… to Save and Heal Lives”.

This new annual observance in August seeks to save and improve the quality of life of diverse communities by creating a positive culture for organ, eye, and tissue donation. Stemming from National Minority Donor Awareness Week, founded in 1996 by National MOTTEP to bring heightened awareness to donation and transplantation in multicultural communities, NMDAM will focus primarily on African American/Black, Hispanic/Latinx, Asian Pacific Islander and American Indian/Alaskan Native communities.

Outreach activities include events to provide donation education, encourage donor registration and promote healthy living and disease prevention to decrease the need for transplantation. DLA has made a firm commitment to lend graphic material development, social media and other staff support to the group.

An exciting element for 2020 is the Healthy Living Recipe Contest. Submissions will be used to create a 2021 Donate Life “A Year of Healthy Living” Calendar with a diverse collection of recipes and stories.

COLLABORATIVE PARTNERS

DLA continues to work closely with the leading donation and transplantation associations to ensure a collective commitment to our lifesaving message of hope, healing and life through organ, eye and tissue donation.
Donate Life America is grateful to our dedicated volunteers and advocates who support our mission and work through fundraising and recurring gifts.

**FACEBOOK FUNDRAISING**

**JULY 1, 2019 – JUNE 30, 2020**

$328,000 RAISED
10,088 CONTRIBUTIONS
2,482 FUNDRAISERS

**PEER-TO-PEER FUNDRAISING**

**JULY 1, 2019 – JUNE 30, 2020**

$12,289 RAISED
123 CONTRIBUTIONS
21 FUNDRAISING CAMPAIGNS

**COMMITTED TO KINDNESS IN LIFE AND IN DEATH**

Mason was known for his infectious laugh, talents, zest for adventure, passion for music and his kindness to all. One of his sayings that served as an inspiration to be kind is, “to my fans, I love you...to my haters, I love you too”.

During the summer of 2018, while on a morning bike ride, Mason was hit by a passing car. The end of his journey on this earth became a continuation of life to seven others.

“I wanted to honor my grandson, Mason, and to raise support for Donate Life. Mason was a hero to 7 souls by donating life when he passed away. We asked for contributions in amounts ending in the number 7 as a symbolic reminder of the lives that were saved by Mason’s sacrifice.”

– Dennis, Mason’s Grandfather & DLA fundraiser

**Recurring Contributors**

Thank you to the contributors who sustain DLA’s work through their recurring contributions.

Saurabh Aggarwal  
Nancy Barr  
Tyson Blaylock  
Patricia Block  
Carlee Brannaman  
Daniel Brownell  
Marcia Calhoun  
Jacob Carr  
Amy Clower  
Brenda Cortez  
Aidan Curran  
Daniel Curran  
Holly Doyle  
Liberty Dwyer  
Erin Meza  
Evon Rosenthal  
Cheryl Fyock  
Karlin Garrido  
Elisse Glennon  
Matthew Goodrich  
Jamie Hanna  
Gregory Hicks  
Bruce Himbert  
Bethany Joseph  
Michele Kell  
Lucinda Lambert-Hutchinson  
Elaine Liebrecht  
Ryan Linderman  
My Kristine Lu  
Victor Martinez  
Connie McAfee  
Martin Medina  
Erin Meza  
Jennifer Milton  
Christina Mirocha  
Tyler Mitchener  
Gilbert Montano  
Teresa Murdock  
Elizabeth Newsome  
Anne-Marie O’Grady  
Gregg Oldani  
Ryan Peak  
April Piatt  
Nicholas Popovich  
Payton Powell  
Joan Powers  
Michelle Ramos  
Kristin Reese  
Kathy Richards  
Laura Rosales  
Evan Rosenthal  
William Rouse  
Christopher Sams  
Sarah Unser  
William Alexander Savard  
Matthew Scelza  
William Stempowski  
James Teal  
Daniel Tromp  
Sue VanHecke  
Jason White

*Please note that the above list includes individuals who contributed three or more times to Donate Life America between July 1, 2019 and June 30, 2020.*
Thank you to those who have chosen to elevate their support of Donate Life America’s mission by making a financial contribution this year. Whether given in honor, memory or simply because the need is great, these gifts have made a significant difference in our work.

**INDIVIDUAL CONTRIBUTORS**

$1,000 AND ABOVE

- Brianne Arndt
- Andre Aslen
- Michelle Baker
- Lowell and Dana Bostrom
- Jesse Bowers
- Kaye Briegel
- Stuart Brower
- Daniel Curran
- William Danna
- Louis Dachis
- Edward DeBartolo
- Gail DeGrave
- Sharon England
- Dan Fukushima
- Ross Fuller
- Thomas Hutchinson
- Dr. Lalor and Dr. John
- Kevin Longino
- Daniel and Nellie McConville
- Donna and Larry Mohr
- Nance Ozzimo
- Ashley Petrick
- Nicholas Popovich
- Colleen Saporito
- Douglas Shireman
- Jon and Kari Snyder
- James Teal
- Jay and Claudia Weed

$500-$999

- Mike Adelman
- Saurabh Aggarwal
- C. Ahl
- Dave and Tim Allbridge
- Marco Amendola
- Carolyn Anderson
- Scott Brown and Alex Fitzpatrick
- Charles Caron
- Gregory Chadwick
- Debbie Chand
- Dennis Coffey
- Matthew Cooper
- Michael Curtis
- Chris DeFranceschi
- The DeFranceschi Family
- David Ellena
- Susan Esch
- Tracy Hammond
- Maye Head
- Max Howard
- Marta Janion
- Jenell Johnson
- Mammoohan Kalsi
- Duen-Li Kao
- Kyle Kersey
- Ray Kizer
- Rick L. Kline
- George and Chandra Krakora
- Wendy and Paul Kubitskey
- Neil Leff
- Joe Martin
- Erin Meza
- Jon and Briana Michels
- The Monheim Family
- Michael Nichols
- Stephanie Parks
- Robert Peterson
- Naomi Ruchim
- Aaron and Ciara Shaver
- Brian Shepard
- Cecil and Margret Stevens
- Eric Ullom
- Kenneth and Ayala Udsin
- Peter Van Veen
- John Veasey
- Molly Walters
- Rebecca Waud
- Frank Wilton

$250-$499

- Maria Acuna
- Linda and Shane Allender
- Sandra Altamirano
- Allison Austin
- Wendy Bahr
- Nancy Barr
- George Bergstrom
- Kelly Breen
- Kelly and Laura Bronson
- Richard Butch
- Stefanie and Chase Chavin
- Benjamin Conniff
- Janet Cooper
- Lauren Davis
- Liane Davis
- Kathryn Dente
- Akshay and Yvette Deshpande
- Holly Doyle
- Nancy Engstrom
- Peter Eschenbach
- Sandra Farrell
- Wain and Debby Fishburn
- Cheryl Fyock
- Susan Gallagher
- Marcos Garcia
- Karin Garrido
- Nicholas Geeslin
- Elisse Glennon
- Ted and Marian Gzyl
- Anthony and Kristin Hames
- Lori Hanni
- John Harrower
- Richard Hasard
- Anthony Hernandez
- Tricia Hinton-Potter
- Pamela Horn
- Cynthia Jones
- Valerie Kinney

**NUMBER OF INDIVIDUAL CONTRIBUTIONS: 2,644**
(+ an additional 10,088 Facebook contributions)

**TOTAL AMOUNT CONTRIBUTED BY INDIVIDUALS: $286,862**
(+ an additional $328,000 raised through Facebook)

**AVERAGE CONTRIBUTION AMOUNT: $106**
(average Facebook contribution is $32)

*Although we cannot list every name, please know that your contribution is important and appreciated. If your name has been omitted or does not appear as you would like, please accept our sincere apology and contact Karen Headley, Vice President, Partnerships and Philanthropy, at KHeadley@DonateLife.net.*

Please note the above list includes gifts received between July 1, 2019 and June 30, 2020. This list does not include those who contributed through Facebook.
Donate Life America graciously acknowledges gifts made in honor or memory of those touched by donation and transplantation. Their stories have inspired others to give selflessly, providing hope to those in need. Recognized here are individuals who had gifts made in their name between July 1, 2019, and June 30, 2020.

The DLA Tribute Wall was developed in 2018 as a way for contributors to honor and remember loved ones touched by donation and transplantation. After making a contribution to DLA, contributors are invited to post a message on the Tribute Wall. Visitors to the virtual wall are able to search for a specific tribute posting and for all posts made in memory or in honor of an individual. The Tribute Wall can be viewed at DonateLife.net/Tribute-Wall.

HONOR
Jennifer Acevedo
Bruce Adams
Emmeline Aguierre Olson
Lauren Ainsworth
Mrs. Alexander and Mrs. Thomas
Brandy Allen
Ellie Jo Amundrud
Amy Baghdadi
Debbie Bagnato
Rebecca Bauer
Zach Bashea
Ashley Biehl
Bill Biermann
Abbie and David Boggs
Peyton Boling
Richard Boncek
Riley Booker
Jacob Bookmiller
Anne Bortz
Bryan Bowers
Hans Browning
Elizabeth Bryde
Kathi Burgess
James Butler
Deborah B. Butler
Paul Calhoun
Harold Capeloto
Caleb Carnahan
Thomas Carothers
Ike Carter
Chris Chiarello
Milt and Carol Childress
Ansel Clark
Ed Connell
Rebekah Cooper
Catherine Cornell
Kristy Coski
Fam Creamer
Wayne Crumpton
Mary Lynne Cumiskey
Dan Curran
Sani Davis
Nancy DeFrain
Larry DiPietro
Eric Donaldson
James Doyle
Steve Eckert
Phil Eliades
Dylan Ernst
Bry Ey
Navid Falconer
Super Family
Dr. Maryjane Farr
Ed Fenker
Alexandra Finch
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Julia Fox
Richard Friedman
Andrea Fuller
Eddie and Tim Gallagher
Angelo Garmley
Joseph and Caitlin Gase
Felicia Geraci
Brian Glennon
Dave Glines, Jr.
Ben Goodman
Brian Griffey
Leslie Gross
Mark Hadacek
Keegan Harrison
Jim Harte
Wendy Hartling
Vicky Haskell
Chad and Kathleen Hathaway
Greg Heath
Danny Hefner
Justin Heisey
Harry Holtkamp
Kathleen Hopkins
Ashley Marie Howard
Jeff Howland
Stacey Hughes
Oscar Irisari
Richard Jacob
Chris and Theresa Jewett
Jim and Sue Jewett
Gavin Jo
Brody Johnson
Joan Johnson
Bryant Joyner
Jane Kaillal
Amy Katz
Kasandra Keller
Courtney Kidd
Tony Kinninger
Austin Kozicki
John Kypke
David Lamendola
Vinh Le
Muriel Leff
Olivia Lemen
Bobbie Mendez
John Murphy
Ewen Murphy
Helen Nance
Michael Navickas
Allan Nelson
Matt Niles
Linda O’Koniewski
Lisa Oliver
Neil Palmer
Jen and Jon Panzer
Abby Pardes
Randy and Pat Pavin
Kim Perri
Paul Peterson
Kristen and Steven Potter
Judy Race
Rusty Ramsey
Phillip Rangel
Buddy and Jamie Ray
Lisa Rhodes
Ed Rich
Cynid Riley
Jayson Ritchey
Brandon and Haleigh Robbins
Steve Roberto
Alexey Root
Dan Roth
Bob Roy and Erin Culbertson
Mindy Runk
Marc and Rhea Levin
Lindsay Liebrecht
Jessica Lin-Powers
Marik Lingo
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Dominick Livaccari
Cami Loritz
Andrew and Michelle Ly
Sarah Lynn
Michelle Magan
Jeanette Maggiore-Anet
Braeden Mahoney
Jimmy Malcarne
Patrick Mannion
Gerard Marinaccio
Stacia Marks
Dianna Mattern
Ken Mayer
Kris McCallum
Dana McCarver
Sarah Beth McCollough
Bailey McMonagle
Matt McNamara
Mary McNeill
James Meis
In honor of Kris McCallum:
Happy Mother’s Day and 24th Kidneyversary, mom! I love you and I’m so grateful for the privilege of being your daughter and your living kidney donor!
by Katy Moyer

Octavio Salcedo
Katherine Sarten
John Scaglarini
Ron Schick
Ryan Schmidt
Bert Schneider
Lenore Schoen
Sydney Schreier
Michelle Schuerman
Eric Schultz
Beth Shabelman
Ben Sherman
Alan Shore
Tamsin Skeels
Lilly Smartelli
Bryan Smith
Diana Snider
Jim and Mary Sue Snyder
Felicia Sperry
Lex Stevens
Kebret Tekle
Dr. Susan Thomas
Walter Trout
David Wachtel
Jared Wade
In memory of Linda Carney:

My dear friend Linda received a lung transplant, that gave her life for almost 9 years. What a wonderful gift of love. Thank you.

by Jean Grady

Robert Beggs
James Belknap
Grant Berg
William Bernier
Ronald Robert “Buz” Bialek, Jr.
Matt Binnie
Ron Biri
Timothy Blake
Michael Bayne

Michael Classen
Kylie Clifford
Stacey Li Collier
Terry Coloney
Autumn Compton
Debra Conant
Christopher Conti
Daniel Cope

In memory of Amanda Nashawaty:

May the memory of your adventurous spirit live on forever within all whose lives you touched.

by Angela

LaVerne Friedel
Susan Friedmann
Nathan Frost
Keliann Fundus-Eldred
J. Thomas Fuoco
Alexis Furer
Matthew Gabriel
Kim Galante
Cindy Galante
Edward Gardner
Edward Joseph Gardner
Samantha Garrett
Andrea Gatten
Jack Geier
Samantha Gentile
Koby Gillam
Silas Gregory Gilliam
Connor Glassett
Thomas Goodwin
Elijah Gordy-Stith
Stephen Goslawski
Dave Gowens
Lylah Grace
Iva Graham
Joe Gray
Nancy Greenwald
Greg Griffin
Kaitlyn Griffin
Julie Griggs
Suzanna Grigsby
Peggy Gurovich-Caudle
Robert Gzyl
Clay Haga
Dave Haggerty
Landon Craig Haight
Timothy Haley
Joyce Hammel
Lisa Hannes
Ellen Hardee
Dawn Hattig
Kyle Hauk
Evelyn Hayes
Raymond Hazel
Mitchell Hedgepeth
Bill Heider
Jacob Heimerman
Maureen Heistand
Cynthia Hendricks
David Henricks
Chris Henschen
Robert Hesley III
Alice Hinton
Stephen Hirsch
Lannetta Hoffer
Brookelyn Hopkins
Jerry Horrocks
Ashley Howard
Aaron Huberman
Jill Hurst
Joseph Iwaskey
Michael Jankowski
In memory of Justice Jennings:
We hope you find comfort in knowing that Justice’s heart is still beating through another deserving soul. What an incredible gift to bestowed upon another person in need.
by The Lanes & Anthony's

In memory of Mike Brodie:
In loving memory of my husband, Mike Brodie. Mike received a lifesaving liver transplant in 2009 and he was waiting for another. Thank you to all donors.
by Kelly Brodie
COMMITTED DMV PARTNERS

2020 National DMV Appreciation Week
Thank you to our Driver's License Partners for saving lives every day.

More than 90% of state donor registrations come through the DMV.

In 2020, Donate Life America is extending our celebration of National DMV Appreciation Week to National DMV Appreciation Month in September. The added time will allow Donate Life State Teams and their members to say thank you and give support to our DMV and driver license partners (DLP).

Donate Life & DMV Partnership
Due to the pandemic, many DMV offices closed completely or were open with limited access for several months. For DMVs, re-opening their doors meant implementation of new guidelines for physical safety measures and staff training.

“The on recent calls with Chief DMV Administrators, several have called out Donate Life partners for contributing masks, floor markers for social distancing and more during these challenging times. Our state DMVs appreciate the partnerships and the support.”
– Anne Ferro, AAMVA Executive Director

DLA DMV Awards Presented on the Regional and National Level

The DLA DMV Awards offer the Donate Life Community the opportunity to recognize DMV leaders and thank AAMVA members for their extraordinary commitment to the Donate Life cause. Due to meeting cancellations this summer, the 2020 DLA DMV Innovation and Lifesaver Awards winners were recognized in AAMVA awards videos released on their YouTube channel in August.

“I am also extremely honored that Director [Michael] Smith was chosen for this prestigious award, this [DLA DMV Lifesaver] Award reflects his commitment on behalf of the state of Vermont, DMV staff and our partners commitment to the importance of organ and tissue donations.”
– Vermont DMV Commissioner, Wanda Minoli

DLA DMV Innovation Award recognizes a DMV/DLP office(s) that has implemented a unique and engaging event, activity or practice that demonstrates how the Donate Life mission is a part of their DMV/DLP office culture.

DLA DMV Lifesaver Award recognizes a DMV/DLP staff member who demonstrates exceptional commitment to the DMV/DLP’s role as a partner in saving lives through support of the Donate Life mission.

The list of 2020 DLA DMV Award winners and information about the award process can be found at DonateLife.net/DMV-Awards.
AWARDING COMMITMENT AND ADVOCACY

Each year, Donate Life America recognizes the committed efforts of our mission advocates, both professionally within the Donate Life Community and volunteers from the public. These dedicated individuals and organizations extend the reach of the Donate Life cause in the work they do every day to promote donation.

James S. Wolf, MD Courage Award

This award is named for transplant surgeon pioneer and founder of the Coalition on Donation (now DLA) and presented annually to an individual, outside the professional donation and transplantation community, who has played a significant role in helping to educate the public about organ, eye and tissue donation.

2019 winner: Judy Trew, Donor Mother and Founder of the Heather Trew Foundation (shown here with David Fleming).

Trey Schwab Coaching Legacy Award

This award is presented each year to a professional in the field of donation and transplantation who, like Trey, has served as a coach and trusted advisor to others in the field to further the collective work of DLA and Donate Life State Teams.

2019 winner: Sean Fitzpatrick, Vice President of Public Affairs, New England Donor Services (shown here with Frank Wilton and David Fleming).
2019 DONATE LIFE AMERICA VOLUNTEER SERVICE AWARD

Dot Delarosa was a vibrant pastor serving a church she loved when a disease left her struggling to breathe, and in desperate need of a partial lung transplant. A donor’s gift gave her a second chance at life. Beginning with the first breath she took with her donor’s lung, Dot found she was called to do even more to help others.

“I may be only one person, but there wasn’t a mistake when I was entrusted with this gift,” said Dot adding, “I was given a new purpose to make a difference.”

She volunteers tirelessly sharing her personal transplant journey in order to support other patients; honor donors and donor families; give hope to patients who are waiting; and inspire hundreds of people to register as organ, eye and tissue donors along the way. She challenges us all: “You are making a difference every day…. NOW, do it more!”

Due to Dot’s extensive accomplishments and overwhelming dedication to the Donate Life cause, she was chosen as the 2019 DLA Volunteer Service Award recipient.

Donate Life America Pinnacle Awards

The Pinnacle Awards are presented to organizations for programs that produce exceptional results in registering donors and advancing a culture that embraces donation. Dozens of submissions are reviewed each year by the DLA Advisory Council and its committees, and presented at the DLA Annual Conference.

<table>
<thead>
<tr>
<th>2020 PINNACLE AWARD WINNERS</th>
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<tr>
<td><strong>DMV</strong></td>
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<tr>
<td>Event</td>
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<td>Fundraising</td>
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<td>Hospital/Healthcare</td>
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<td>Living Donation</td>
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<td>Media</td>
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<td>Miscellaneous</td>
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<tr>
<td>National Donate Life Month Outreach</td>
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<td>Youth Education</td>
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<td><strong>Best Remix</strong></td>
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<td><strong>Best Outreach to a Diverse Multicultural Community</strong></td>
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Donate Life America is committed to providing a foundation of knowledge to funeral professionals through education, training and resources to support the care of organ, eye and tissue donors and their families. This outreach includes a presence at national funeral industry conferences and development of curriculum for mortuary schools. The DLA Funeral Services Committee facilitates collaboration between recovery agency Funeral Liaisons, including distribution of a newsletter highlighting successful programs and materials available. A mentorship program for new Funeral Home Liaisons is also in development.

In 2019, the Organ, Eye and Tissue Donation Champion Funeral Home project pilot launched with 10 funeral homes across the country. With a focus on “Caring for Families Together,” the program provides a way for funeral homes to distinguish themselves in a crowded market. Some early successes include registering 100 people as donors during a visitation, funeral homes flying the Donate Life flag when a donor is in their care and outreach to local communities during National Donate Life Month. The national rollout is planned for 2021.

State Team Leaders Adapt and Lead

Donate Life State Teams play a vital role in DLA’s work and are intended to include members of the donation and transplant community, government agencies, motor vehicle departments, workplace and community partners, recipients and donor families. State Teams compile and deliver educational and inspirational information to the public.

Thanks to a suggestion by DLA Advisory Council member, Al Smith, State Team Leaders convened this April via virtual “town hall” meetings to share ideas for navigating the effects of the pandemic on donation and transplantation educational outreach. These virtual town halls provided an early unique “face-to-face” opportunity for State Team Leaders to network and collaborate and will be continued.
The Donate Life Education Assessment was created in 1994 to fund Donate Life America’s lifesaving programs and initiatives. It continues to serve as a mechanism for organ procurement organizations, transplant hospitals and histocompatibility labs to pool their resources and present a unified, national voice to the American public, motivating them to Donate Life. We would like to thank these valued members of the donation and transplantation community who helped to make our work possible through their support of the 2019/2020 Donate Life Education Assessment.
“Our transplant hospital supports DLA by paying the Donate Life Education Assessment because we understand the importance of their work and their role as the national voice for the cause of donation.”

– Emilie Burgess, LMSW
Director, Solid Organ Transplant
Medical City Dallas &
Medical City Children’s Hospital

New York-Presbyterian Hospital Weill
Cornell Medical Center
Newark Beth Israel Medical Center
Northwestern Memorial Hospital
Ochsner Health System
Ohio State University Medical Center
OU Medical Center
Phoenix Children’s Hospital
Piedmont Hospital
Presbyterian Hospital
Rochester Methodist Hospital - Mayo Clinic
Sanford Bismarck Medical Center
Scripps Green Hospital
Seattle Children’s Hospital
Sentara Norfolk General Hospital
Seton Medical Center
Shands at the University of Florida
St. John Hospital and Medical Center
St. Louis Children’s Hospital
St. Mary’s Hospital - Mayo Clinic
Stanford University Hospital and Clinics
SUNY Upstate Medical University Hospital
Tampa General Hospital
Temple University Hospital
UCSF Medical Center at Mission Bay
University Health System
University Hospital
University of Arkansas for Medical Sciences
University of California Davis Health System
University of California Irvine Healthcare
University of California Los Angeles Health System
University of California San Diego Medical Center
University of California San Francisco Medical Center
University of Kentucky HealthCare Transplant Center
University of Michigan Health System
University of Mississippi Medical Center
University of New Mexico Hospital
University of North Carolina Hospitals
University of Rochester Medical Center
University of Toledo Medical Center
University of Virginia Health System
University of Washington Medical Center
University of Wisconsin Hospital and Clinics
UPMC
UPMC Hamot
UPMC Pinnacle Harrisburg
VA Portland Health Care System
Vanderbilt University Medical Center
VCU Medical Center
Wake Forest Baptist Medical Center
William Beaumont Hospital
Willis-Knighton Medical Center
Yale-New Haven Hospital

Labs

$25,490 Contributed

Albany Medical College Transplantation Immunology Lab
Allogen Laboratories - Ohio
Barnes-Jewish Hospital HLA Laboratory
ClinImmune Labs
Donor Network of Arizona Immunogenetics Lab
Gift of Hope Organ & Tissue Donor Network Lab
Hawaii Cellular Therapy & Transplant Laboratory
Immune Evaluation Lab - Baylor College of Medicine
LifeLink Transplant Immunology Laboratory
METIC Immunogenetics Consultants
METIC Transplantation Laboratory
Nevada Donor Network Immunogenetics Lab
NJ Sharing Network Transplant Lab
Ochsner Histo and Immunogenetics Lab
Rogosin Institute Immunogenetics Laboratory
Vitalant
Donate Life America thanks our incredible Donate Life State Team Leaders who work tirelessly to strengthen the culture of donation in their local communities through their leadership and collaborative work.

ALABAMA
Ann Rayburn
Legacy of Hope
Teresa Ham
Advancing Sight Network

ALASKA
Stephanie Hill
Life Alaska Donor Services
Ed Huppman
Life Alaska Donor Services

ARIZONA
Kristin Patterson
Donor Network of Arizona
Katie Benton
Donor Network of Arizona

ARKANSAS
Audrey Coleman
Arkansas Regional Organ Recovery Agency

CALIFORNIA
Jim Martin
Donate Life California

COLORADO
Andrea Smith
Donor Alliance
Robert Austin
Rocky Mountain Lions Eye Bank

CONNECTICUT
Caitlyn Bernabucci
New England Donor Services
Alison Keating
Donate Life Connecticut

DELAWARE
Todd Franzen
Gift of Life Donor Program

DISTRICT OF COLUMBIA
Lesley Compagnone
Washington Regional Transplant Community
Al Smith
Washington Regional Transplant Community

FLORIDA
Betsy Edwards
LifeLink Foundation, Inc.
Ashley Moore
LifeLink Foundation, Inc.

GEORGIA
Tracy Ida
LifeLink Foundation, Inc.
Shannon Antinarella
Children’s Healthcare of Atlanta

HAWAII
Nancy Downes
Legacy of Life Hawaii

IDAHO
Mark Dixon
DonorConnect
Jaye Lugo
Idaho Lions Eye Bank

ILLINOIS
Marion Shuck
Gift of Hope Organ & Tissue Donor Network
Daniel Lietz
Illinois Secretary of State

INDIANA
Lindsey Johnson
Donate Life Indiana
Andi Amburgey
Indiana Donor Network

IOWA
Julie Schneider
Iowa Donor Network
Ellie Engelbrecht
Iowa Lions Eye Bank

KANSAS
Jason Verbeckmoes
Kansas Eye Bank and Cornea Research Center
Elizabeth Gonzales
Midwest Transplant Network

KENTUCKY
Becky Kaelin
Kentucky Circuit Court Clerks’ Trust for Life
Glenna Bertsch
LifeCenter Organ Donor Network

LOUISIANA
Kirsten Heintz
Louisiana Organ Procurement Agency
Ana Milena Hands
Ochsner Health System

MAINE
Matt Boger
New England Donor Services

MARYLAND
Jim Ford
Donate Life Maryland
Ieesha Johnson
The Living Legacy Foundation of Maryland

MASSACHUSETTS
Matt Boger
New England Donor Services
Sean Fitzpatrick
New England Donor Services

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Gift of Life Michigan
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Eversight Michigan

MINNESOTA
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LifeSource
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American Donor Services

MISSISSIPPI
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Mid South Transplant Foundation

MISSOURI
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Mid-America Transplant
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Midwest Transplant Network

MONTANA
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LifeCenter Northwest
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LifeCenter Northwest

NEBRASKA
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Live On Nebraska
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Live On Nebraska

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New England Donor Services
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New England Donor Services

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NJ Sharing Network
Todd Franzen
Gift of Life Donor Program

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New Mexico Donor Services
Lori Stampley
New Mexico Lions Eye Bank

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Donate Life New York State

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Donate Life North Carolina
Kate McCullough
LifeShare Carolinas

NORTH DAKOTA
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LifeSource

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Life Connection of Ohio
Andi Johnson
LifeCenter Organ Donor Network

OKLAHOMA
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LifeShare Transplant Donor Services of Oklahoma

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Lions VisionGift

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Donate Life South Carolina
Victoria Coleman
Sharing Hope SC

SOUTH DAKOTA
Jessie Fiene
LifeSource

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Kim Charles
Donate Life Texas
Michelle Ramirez
Donate Life Texas

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Mark Dixon
DonorConnect
Dixie Madsen
DonorConnect

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Matt Boger
New England Donor Services

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Donate Life Virginia

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LifeCenter Northwest
Katherine Pliska
LifeCenter Northwest

WEST VIRGINIA
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Center for Organ Recovery & Education

WISCONSIN
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Wisconsin Department of Health Services
Cindy Huber
National Kidney Foundation of Wisconsin

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Donor Alliance
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Rocky Mountain Lions Eye Bank
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HRSA/DoT

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LifeLink Foundation, Inc.

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LifeLink Foundation, Inc.

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United Network for Organ Sharing

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Washington Regional Transplant Community

Chuck Stinson, State Team Liaison
Mississippi Organ Recovery Agency

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Sharp Kidney and Pancreas Transplant

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Gift of Life Michigan

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Jocelyn Reed
Project & Office Manager

Loren Squares
Communications Assistant

Rose Mary Stewart
Donate Life WELD Coordinator

Casey Watkins
Senior Development Coordinator

Cindy Wharton
Director of Finance
Donate Life America is dedicated to financial stewardship and maximizing every dollar spent to advance our mission. Our focus on ROI and program efficiencies enables us to accomplish great things, and we are proud to report that 90 percent of dollars spent in FY2019 went directly to fund our mission.

For every $1 spent

<table>
<thead>
<tr>
<th>For every $1 spent</th>
<th>GOES TO</th>
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<tbody>
<tr>
<td>90¢</td>
<td>MISSION SPENDING</td>
</tr>
<tr>
<td>6¢</td>
<td>OPERATIONS</td>
</tr>
<tr>
<td>4¢</td>
<td>FUNDRAISING</td>
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</tbody>
</table>

**FY2019 SUPPORT & REVENUE (Unrestricted)**
Total $2,496,717

- Contributions (76.1%)
  - Individual & Corporate
  - Education Assessment Supporters
  - Foundation Trusts
- Meetings, Fees & Other (20.5%)
  - DLA Meeting Registration Fees
  - Revenue from Promotional Events
  - Donate Life License Fees
- Campaign Materials & Brochures (3.4%)

**FY2019 OPERATING EXPENSES**
Total $2,073,508

- Direct National Campaigns/Mission Spending (89.6%)
  - Education Programs
  - Campaign Materials
  - National Donate Life Registry
  - National DLA Meetings & Conferences
  - Web & Technology
- Support Services (6.3%)
  - Management & General
- Fundraising Expenses (4.1%)

Note: The figures that are depicted on this page are derived from the FY2019 consolidated financial statements that have been audited by the Midlothian, Virginia accounting firm of Adams, Jenkins and Cheatham in accordance with auditing standards generally accepted in the United States. To view our complete audited FY2019 financial statements and the Form 990s filed with the IRS, visit DonateLife.net.
Donate Life America (DLA) is a 501(c)3 nonprofit organization leading its national partners and Donate Life State Teams to increase the number of donated organs, eyes and tissues available to save and heal lives. DLA manages and promotes Donate Life℠, the national brand for the cause of donation; motivates the public to register as organ, eye and tissue donors; provides education about living donation; manages the National Donate Life Registry at RegisterMe.org; and develops and executes effective multi-media campaigns to promote donation.

701 East Byrd Street, 16th Floor
Richmond, Virginia 23219

DonateLife.net  |  RegisterMe.org  |  DoneVida.org